



CITY OF FALLS CHURCH

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Contract Awarded for National Capital Region Emergency Preparedness Education Campaign

FALLS CHURCH, VA. – On Friday, March 4, a contract for the Citizens' Emergency Preparedness Campaign for the National Capital Region was awarded to Burson-Marsteller. The firm was selected from among nine national public relations firms that competed for the project. Burson-Marsteller will be responsible for the development and implementation of a regional citizens' awareness and education campaign to prepare individuals and families for a major emergency or disaster, including terrorism.

This campaign continues regional collaboration on emergency preparedness, bringing together the federal, state and local governments and the private and nonprofit sectors to make our communities safer. Because preparing the region's residents for an emergency is a top priority, the District of Columbia's Mayor Anthony A. Williams, Maryland Governor Robert L. Ehrlich Jr. and Virginia Governor Mark R. Warner have joined together to designate this campaign as one of their most important uses for homeland security dollars.

The NCR encompasses the District of Columbia and parts of Maryland and Virginia, including the cities of Alexandria, Fairfax, Falls Church, Manassas and Manassas Park and the counties of Arlington, Fairfax, Loudoun, Prince William in Virginia and Montgomery and Prince George's Counties in Maryland, which include the municipalities of Bowie, College Park, Gaithersburg, Greenbelt, Rockville, and Takoma Park.

The campaign is funded by a grant from the U.S. Department of Homeland Security through the Urban Areas Security Initiative. Because urban areas like the National Capital Region face elevated risks, U.S. Homeland Security Secretary Michael Chertoff has directed the department to focus its spending based upon an assessment of risks and threats; the department's significant investment of UASI funds in the NCR recognizes the special risks faced by this region. The District of Columbia's Office of the Deputy Mayor for Public Safety and Justice has been charged with coordinating funding of the programs within the Urban Area Security Initiative on behalf of the National Capital Region.

The campaign's goal is to increase the percentage of individuals in the National Capital Region who identify themselves as prepared for an emergency to at least 50 percent. This goal will be achieved through public awareness and education efforts, such as grassroots outreach and paid advertising. The campaign is meant to bolster efforts to inform residents about emergency preparedness with a coordinated message across the region.

Burson-Marsteller (www.bm.com), established in 1953, is a leading global public relations and public affairs firm. It provides clients with strategic thinking and program execution across a full range of public relations, public affairs, advertising, and web-related services. The firm's seamless worldwide network consists of 45 wholly owned offices and 49 affiliate offices, together operating in 57 countries across six continents. Burson-Marsteller is a part of Young & Rubicam Brands, a subsidiary of WPP Group plc (NASDAQ: WPPGY), one of the world's leading communications services networks.

The Fairfax County Office of Public Affairs has been selected as the project manager for the campaign, with assistance provided by the Metropolitan Washington Council of Governments. For more information about the campaign, please contact the Fairfax County Office of Public Affairs at 703-324-3187, TTY 703-324-2925.

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